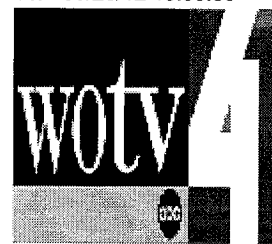


ORDER

Orders
Order / Rev: 208303
Alt Order #: 6856066
Product Desc: PESTKA FOR CONGRESS
Estimate: 2372
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/25/12 / 09/26/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: **Buying Time**
Buying Contact: Petry Philadelphia
Billing Contact:
 650 Massachusetts Avenue NW
 Washington, DC 20001-3796

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: **POL/Pestka for Congress**
Demographic: A35+
Product Codes: PL1
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN5252/SP2893/TO824/AL1472

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	12	\$680.00	\$578.00
10/01/12	10/02/12	7	\$760.00	\$646.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$680.00	\$578.00	0.00
October 2012	7	\$760.00	\$646.00	0.00
Totals	19	\$1,440.00	\$1,224.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOTV	1%	\$1,440.00
Market	100%	\$144,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$4,320.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	37%	\$53,280.00
WTLJ	0%	\$0.00
WWMT	32%	\$46,080.00
WXMI	10%	\$14,400.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	17%	\$24,480.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOTV	09/27/12	09/27/12	Daybreak @ 6	CM	6-7a	---T---	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
News 8 Daybreak															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---			1			\$30.00		0.00			

Order / Rev: 208303
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Advertiser: POL/Pestka for Congress
 Product Desc: PESTKA FOR CONGRESS
 Estimate: 2372

WOTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOTV	09/27/12	09/27/12	Daybreak @ 6 Daybreak @ 6	CM	6-7a	---T---	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
News 8 Daybreak															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	---T---			1		\$30.00		0.00				
E 2	WOTV	09/28/12	09/28/12	Daybreak @ 6 Daybreak @ 6	CM	6-7a	----F--	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
News 8 Daybreak															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	----F--			1		\$30.00		0.00				
E 3	WOTV	10/01/12	10/01/12	Daybreak @ 6 Daybreak @ 6	CM	6-7a	M-----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
News 8 Daybreak															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	M-----			1		\$30.00		0.00				
E 4	WOTV	10/02/12	10/02/12	Daybreak @ 6 Daybreak @ 6	CM	6-7a	-T-----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
News 8 Daybreak															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-T-----			1		\$30.00		0.00				
E 5	WOTV	09/28/12	09/28/12	GMA Good Morning America	CM	7-9a	----F--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	----F--			1		\$50.00		0.00				
E 6	WOTV	09/27/12	09/27/12	GMA Good Morning America	CM	7-9a	---T---	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	---T---			1		\$50.00		0.00				
E 7	WOTV	10/01/12	10/01/12	GMA Good Morning America	CM	7-9a	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	M-----			1		\$50.00		0.00				
E 8	WOTV	10/02/12	10/02/12	GMA Good Morning America	CM	7-9a	-T-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-T-----			1		\$50.00		0.00				
E 9	WOTV	09/28/12	09/28/12	M-F 9-10a Trisha Goddard	CM	9a-10a	----F--	:30	1	\$20.00	P5	0.00	NM	1	\$20.00
Trisha Goddard															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	----F--			1		\$20.00		0.00				
E 10	WOTV	10/02/12	10/02/12	M-F 4-5p The Doctors	CM	4-5p	-T-----	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	-T-----			1		\$25.00		0.00				
E 11	WOTV	09/26/12	09/26/12	News 8 @ 6p News 8 @ 6p	CM	6-630p	--W----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
News 8 at 6pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	--W----			1		\$75.00		0.00				
E 12	WOTV	09/28/12	09/28/12	News 8 @ 6p News 8 @ 6p	CM	6-630p	----F--	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
News 8 at 6pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/24/12		09/24/12	09/30/12	----F--			1		\$75.00		0.00				
E 13	WOTV	10/01/12	10/01/12		CM	6-630p	M-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00

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Advertiser: POL/Pestka for Congress
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 Estimate: 2372

WOTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 8 @ 6p News 8 @6p News 8 at 6pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$75.00 0.00															
E 14	WOTV	10/01/12	10/01/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	M-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Dancing w/ Stars <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$500.00 0.00															
E 15	WOTV	09/29/12	09/29/12	GMA Sa GMA Saturday	CM	8-9a	-----S-	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$50.00 0.00															
E 16	WOTV	09/30/12	09/30/12	GMA Su GMA Sunday	CM	8-9a	-----S	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
Good moring America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$50.00 0.00															
E 17	WOTV	09/30/12	09/30/12	ABC This Week ABC This Week	CM	858-10a	-----S	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
This Week <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$75.00 0.00															
E 18	WOTV	09/30/12	09/30/12	News 8 @ 6 Weekend News 8 @6 Weekend	CM	6-630p	-----S	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
Sunday 6P News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$100.00 0.00															
E 19	WOTV	09/30/12	09/30/12	World News WKND World News Weekend	CM	630-7p	-----S	:30	1	\$75.00	P5	0.00	NM	1	\$75.00
Sunday 6P News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$75.00 0.00															
													Totals	19	\$1,440.00